

Commerce Road Regeneration

Summary of Recent Stakeholder Feedback

18 March 2009

In order for ISIS to prepare a Design and Development Brief for Commerce Rd, we have been speaking to local stakeholders to obtain feedback on how redevelopment of the site should be undertaken. The following list provides an overall summary of people / agencies we have spoken to so far and a summary of the feedback received. Whilst we have spoken to a broad range of people and organisations within the community there are still many key contacts to be followed up.

Informal consultations held so far with:

- Brentford Community Council (informal discussion with several members)
- London Borough of Hounslow - Local Councillors' feedback (Harmer, Dakers, Cadbury,)
- London Borough of Hounslow - Planning Department feedback (2 meetings, 1 site visit)
- Local Waterway Users feedback (Brentford River & Canal Society, NABO, IWA)
- Local Business Community (Chamber of Commerce, Quilliam Property Services, WL Business)

Key Issues Raised so far:

Commerce Rd in relation to Brentford's Priorities:

- Brentford FC relocation and redevelopment of land south of the High St remain key priorities.
- Commerce Rd uses should enhance the canal but not be of a type or scale which would undermine the High St.

Employment Issues:

- The site should be largely returned to **business / industrial use**
- Continuation of business use on the site will have implications for adjoining proposals
- Provide **opportunities for SMEs** in workshops with flexible leases and communal facilities.

Environmental Sustainability:

- Proposals for this site should be **exemplary** in environmental terms.
- **Site should be future proofed** to allow waterborne transport biomass delivery for potential CHP system and for removing waste generated on site.
- Need to **minimise impact on local ecology** of waterway and adjoining areas e.g. ecological area on the east side of the canal and disused railway embankment to west of the canal.
- Brentford's canal and river network should be developed as an **environmental resource** for residents and visitors.

Waterway Related:

- **Waterspace strategy** required for wider area to consider e.g. boat maintenance locations.
- Requirement for long, **on-line linear moorings** stretch for large boats (in transit) awaiting favourable tidal conditions on the Thames. Business barges should be discouraged.
- **Overhanging warehouses** should be re-used as viable modern use e.g. water-sports activities, boat clubs or covered wet dock for painting.
- Difficult to justify **waterway freight** (general or transhipment) use of the site because of traffic congestion and no direct rail link.

Heritage and Design:

- Proposals must take account of and enhance **local context and character**, particularly in relation to Brentford's historic waterways and Conservation Area/s.
- **Overhanging warehouses** are protected (by the BAAP) and waterside uses should be considered first for these buildings.
- **Height, massing and design** of proposals must be in keeping with local context.

Key Views (to be taken into account / enhanced including):

- Views towards Town Centre from Gt West Way highlighting few tall buildings on the skyline;
- View from north of the site approaching the warehouses;
- View from inside the overhanging warehouses looking towards Brentford / the Island;
- View from Grounds Cafe looking towards the site highlighting the horizontal emphasis of the overhanging warehouses and their ability to help 'frame' the view.

Infrastructure Requirements:

Proposals must take account of / contribute towards potential knock-on impacts on **local road capacity** and Secondary Schools' provision.

Transport and Accessibility:

- **Existing Bus Depot** is protected and must be kept on site or relocated to a suitable site.
- Proposals must not exacerbate **town centre traffic problems** e.g. Commerce Rd / High St junction.
- **The site is not well connected with its surroundings.** A potential bridge link over the canal could improve accessibility to Brentford Railway Station. This could introduce opportunities and challenges not least impact upon existing residents and impact upon ecology of waterway
- Must develop an inclusive and **non-gated community** at Commerce Rd which opens out onto the canal and avoids creating a 'canyon' feel along the towpath.

Housing:

- Acceptance that some housing may be appropriate but a strong desire to see some much needed **family housing** rather than 1 / 2 bedroom flats and ideally at an affordable price.

Other Uses:

- New community will require a suitable amount and **quality of open space** which should encourage people into the area
- Create **uses** and a layout which encourage non-residents to use the site but not at the expense of High St traders.

Feedback on 'how' ISIS should undertake engagement:

- ISIS should engage with LBH local (IBAC) Committee / members and meetings with Councillors should always involve Council officials.
- Some local people are experiencing consultation fatigue in this area and ISIS need to take into account views which have been clearly expressed in the past rather than drag the community through another comprehensive engagement process.